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1. A container having a central longitudinal axis, said container including at least one invertible flexible panel, said flexible panel having at least a portion projecting in a direction from a plane, said plane disposed relative to said longitudinal axis, said flexible panel also including at least one initiator portion projecting to a lesser extent in said direction, whereby in use, deflection of the initiator portion causes the remainder of the flexible panel to deflect.

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2. A container as claimed in Claim 1, wherein the projection is in an outward direction relative to said plane.

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3. A container as claimed in Claim 1 or Claim 2, wherein the projection is in an inward direction relative to said plane.

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4. A container as claimed in any one of Claims 1, 2 or 3, wherein the flexible panel is substantially signate with the arc of curvature of the initiator portion being less than that of the remainder of the flexible panel.

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5. A container as claimed in any one-of Claims 1, 2 or 3, wherein the flexible panel includes two flexible panel portions meeting at an apex.

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- 6. A container as claimed in any one of Claims 1 to 5, wherein the flexible panel is located between relatively inflexible land areas.
- 7. A container as claimed in Claim 6, wherein the or each initiator30 portion is located substantially at an end of said flexible panel.

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8. A container as claimed in Claim 6, wherein the initiator portion is located substantially towards a centre of said flexible panel and between two flexible panel portions extending away therefrom.

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5 9. A container as claimed in Claim 6, wherein the or each initiator portion includes a substantially flattened portion.

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- 10. A container as claimed in Claim 9, wherein the flattened portion is located at a distal end of said initiator portion relative to the rest of the flexible panel.
- 11. A container as claimed in Claim 1, wherein the or each initiator portion at least partly projects in an opposite direction to the remainder of the flexible panel.

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12. A container as claimed in Claim 6, wherein a boundary between said initiator portion and the remainder of said flexible panel is substantially arcuate in the circumferential direction of the panel.

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20 13. A container as claimed in Claim 6, wherein the extent of projection of the flexible panel progressively increases away from said initiator portion.

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14. A container as claimed in Claim 6, wherein the extent of projection of the flexible panel is substantially constant away from said initiator portion.

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15. A container as claimed in Claim 6, including a connector portion between said flexible panel and said land areas, the connector portion adapted to locate said flexible panel and said land areas at a different circumference relative to a centre of the container.

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A container as claimed in Claim 15, wherein said connector portion is substantially "U"-shaped, and the side of the connector portion towards the flexible panel is adapted to flex, substantially straightening the "U"-shape in use when the flexible panel is in a first position and return to the "U"-shape in use when the flexible panel is inverted from the first position.

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- 17. A container as claimed in Claim 6, wherein the extent of projection of the initiator portion is adapted to allow deflection of the initiator portion upon cooling of a predetermined liquid introduced to the container at a predetermined temperature.
- 18. A container as claimed in Claim 6, wherein the flexible panel is
 15 adapted to invert in use upon deflection of the initiator portion.
 - 19. A controlled deflection flex panel having an initiator region of a predetermined extent of projection and a flexure region of a greater extent of projection extending away from said initiator region, whereby flex panel deflection occurs in a controlled manner in response to changing container pressure.

20. A controlled deflection flex panel for a hot-fillable container having a portion with an initiator region having a predetermined extent of projection and a flexure region having a progressively increasing extent of projection extending away from said initiator region, said wall being outwardly bowed between said regions, whereby flex panel deflection occurs progressively between said regions in a controlled manner in response to changing container pressure.

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A controlled deflection flex panel having an initiator region of a predetermined extent of projection and a flexure region having a lesser extent of projection in an opposite direction to the initiator region, the flexure region extending away from said initiator region, whereby flex panel deflection occurs in a controlled manner in response to changing container pressure.

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A controlled deflection flex panel for a hot-fillable container having a partion with an initiator region having a predetermined extent of projection and a flexure region having a progressively decreasing extent of projection in the direction extending away from said initiator region, said wall being inwardly bowed between said regions, whereby flex panel deflection occurs progressively between said regions in a controlled manner in response to changing container pressure.

23. A controlled deflection flex panel as claimed in any one of Claims

19 to 22, including a pair of substantially inflexible regions
between which said initiator region and said flexure region
extends a flattened region extending between said inflexible
regions to provide an end portion of said initiator region.

24. A controlled deflection flex panel as claimed in any one of Claims of Claims 19 to 22, wherein the initiator region and/or flexure region is substantially arcuate.

25. A controlled deflection flex panel as claimed in any one of Claims $p^{(i)}$ 17 to 22, wherein the initiator region and/or flexure region includes two panel portions meeting at an epex.

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26. A container substantially as herein described with reference to Figures 1 to 5, 6, 7, 8 or 9 of the accompanying drawings.

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